

NEW

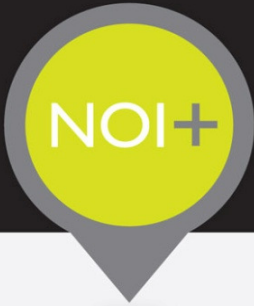
# NOI+ Conference

ICSC announces an exciting new conference focused on enhancing Net Operating Income.

September 5-6, 2012

The Peabody Orlando, Florida





September 5-6, 2012 + The Peabody Orlando, Florida



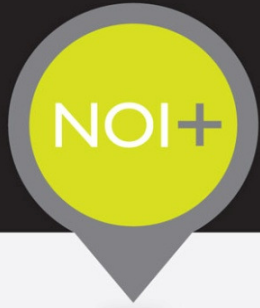
*PURE FASHION*

---

THE MALL AT MILLENIA







September 5-6, 2012 + The Peabody Orlando, Florida



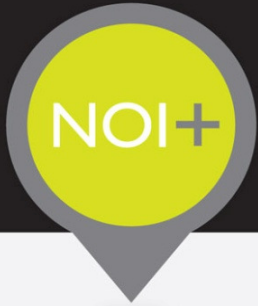
## The Center

- Opened in 2002
- One of the top 10 shopping centers in the world (based on sales per sq. ft.)
  - Source: Shopping Centers Today Magazine
- Owned by The Forbes Company & Taubman Centers, Inc.
- Designed with four pillars in mind:
  - Department store exclusivity – anchors new to the market
  - 40% - 50% of the specialty stores are exclusive to the market
  - A collection of nationally recognized dining options
  - Distinctive architecture and design









September 5-6, 2012 + The Peabody Orlando, Florida



## The Merchants

### Luxury

Chanel  
Gucci  
Louis Vuitton  
Rolex  
Salvatore Ferragamo  
Cartier  
Tiffany & Co.  
Jimmy Choo  
Emporio Armani  
Burberry  
David Yurman

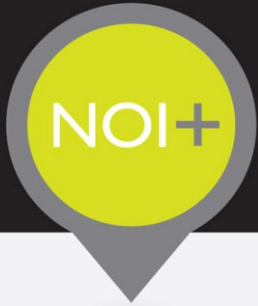
### Best In Class

Abercrombie & Fitch	MAC Cosmetics
Anthropologie	Michael Kors
Apple	Montblanc
The Art of Shaving	Pottery Barn
Boss Store	TAG Heuer
Brio Tuscan Grille	Teavana
The Cheesecake Factory	Tory Burch
Coach	True Religion Brand
Henri Bendel	Jeans
J. Crew	Vera Bradley
lululemon athletica	Victoria's Secret
	Williams-Sonoma

### Department Stores & Restaurants

Neiman Marcus  
Bloomingdale's  
Macy's  
Brio Tuscan Grille  
P.F. Chang's China Bistro  
The Cheesecake Factory





September 5-6, 2012 + The Peabody Orlando, Florida



## Remerchandising The Center

### New Stores

The Art of Shaving  
AX Armani Exchange  
Brooks Brothers  
Emporio Armani  
Henri Bendel  
lululemon athletica  
Pinkberry  
Rolex  
TAG Heuer  
Teavana  
Vera Bradley  
Great Wraps

### New Looks

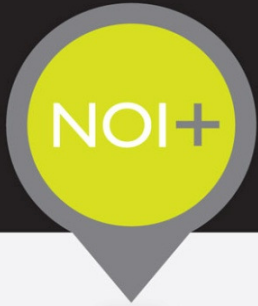
Allen Edmonds  
American Eagle  
Apple  
Arden B  
Banana Republic  
Bath & Body Works  
Brighton Collectibles  
Burberry  
Coach  
Gucci  
ILORI  
L'Occitane  
Lens Crafters  
Louis Vuitton  
Pottery Barn  
Sanrio  
Sunglass Hut  
Swarovski  
Talbots  
Victoria's Secret

### New Additions

Breitling  
Chipotle Mexican Grill  
Kiehl's  
Pink  
Prada  
Tumi  
YSL







September 5-6, 2012 + The Peabody Orlando, Florida



## Marketing Strategy to Drive NOI

2002



**Situation:** Opened in October. Efforts to develop awareness to local and tourist markets.

Question of enough demand for luxury in Orlando market

**Campaign:** inviting, lifestyle approach

**Slogan:** "You were meant for this"

2006



**Situation:** Defined brand and identified the Center. Stated luxury as what sets The Mall at Millenia apart

**Campaign:** Very fashion forward, upscale and focused on luxury retailers

**Slogan:** "You were meant for this"

2010



**Situation:** Focused on luxury and best of brand stores (exclusive locations)

- Louis Vuitton
- Gucci
- Chanel
- Victoria's Secret
- Apple
- Henri Bendel
- Michael Kors
- Anthropologie

**Campaign:** Pure Fashion

**Slogan:** "Pure fashion"

2012



**Situation:** Remerchandising repositions the center based on new merchants and continues the evolution of the brand

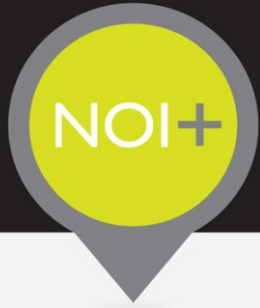
**Campaign:** Pure Fashion

**Slogan:** "Pure fashion"









September 5-6, 2012 + The Peabody Orlando, Florida



## Bottom Line

- Since opening, the Center has experienced steady double-digit growth consistently year over year.
- Noted as one of the top centers in the U.S.
- In 2012, Shopping Centers Today named The Mall at Millenia one of the most productive shopping centers in the world.